



"I remember...

when I was pregnant with my twins. It was so important to take care of my babies even before they were born.

So, if you're pregnant, see a doctor right away, get plenty of rest and don't smoke, drink or do drugs.

Remember, your baby is counting on you."

For information on programs that can help,
call toll-free:

BabyCal
1-800-BABY-999
We're in this together.

Holly Robinson Peete

Holly Robinson Peete, mother and actress

California Department of Health Services, 2001

Holly Robinson Peete outreach materials will be available in the Spring.

Holly Robinson Peete Understands the Importance of BabyCal

Popular actress Holly Robinson Peete knows first-hand the importance of prenatal care because she is a mother of young twins. She delivers this critical message to expectant moms throughout the state in two new television public service announcements (PSAs) launched in January by the BabyCal Campaign. Holly encourages women to take care of their babies before they are born by seeing a doctor right away, getting plenty of rest, and staying away from smoking, drinking, and drugs.

"As a mother, I know how important it is for expectant moms to get early and ongoing prenatal care," said Holly. "My personal experience makes me want to help other women learn that there are programs out there that can help them receive

the medical attention they need. Most importantly, I want to let these women know that they are not alone."

In addition to the television spots, Holly recorded a 30-second radio PSA and will be featured on new BabyCal posters and pocket calendars that will be available to community-based organizations in late February. For an order form, contact your CBO Coordinator.

Robinson Peete is the star of *For Your Love* and previously starred on *Hangin' with Mr. Cooper*, and *21 Jump Street*. She and her husband, Oakland Raiders quarterback Rodney Peete, are the parents of 3-year-old twins, Rodney Jackson and Ryan Elizabeth.

Southern California CBOs Get Sneak Preview of UPN's "Baby Love" at Half-Hour Special



As an expert in prenatal care, Pat Meideros of Pasadena Health Department – Prenatal Clinic (left) is featured in "Baby Love." Pat is pictured with Mo'Nique (center) and Southern California CBO Coordinator Tania Watson.

Mo'Nique, devoted mother of two boys and star of UPN's hit television show "The Parkers," recently volunteered to narrate "Baby Love – Prenatal Care for You and Your Baby," a 30-minute television special focusing on prenatal care.

"Baby Love" is the result of a partnership between the California Department of Health Services and UPN 13/KCOP Los Angeles. The special focuses on the unique and moving experiences of mothers and fathers in the Los Angeles area, touching upon such topics as nutrition, substance abuse, and the father's role in prenatal care. Most importantly, the half-hour special features community programs and services that can help pregnant women who are at risk for low birthweight and infant mortality. Additionally, experts from the BabyCal community-based organization (CBO) network share their advice on proper prenatal care.

On December 13, BabyCal hosted a Los Angeles-area CBO networking event and special screening of "Baby Love" at The Culver Studios in Culver City. More than 20 CBOs and other special guests attended the event which gave them the opportunity to learn about the resources offered by other Los Angeles-based CBOs. BabyCal's Southern California CBO Coordinator Tania Watson hosted the event, which featured presentations by Diana M. Bontá, R.N., Dr. P.H. State Health Director and UPN Producer Carol Myers Martz.

"We have to continue to work together to ensure that no baby is born in California without proper prenatal care," said Dr. Bontá. "I know you share this concern, and I encourage you to stay involved in the BabyCal Campaign. We can't do it without you."

Topping off the event was a special guest appearance by Mo'Nique. Guests were excited to meet Mo'Nique and were touched by her support of BabyCal. The personal story Mo'Nique shared as a mother inspired many CBO representatives in their work with young mothers.

The special program stresses the importance of early prenatal care and available programs such as WIC and Medi-Cal. "Women should know, regardless of their financial situation, that there are programs available to help them," said Pat Meideros, perinatal program manager of the Pasadena Public Health Department, one of the CBOs participating in the special. "Every woman has the opportunity to receive prenatal care."

"Baby Love is so important because it shows that fathers, whether grown or teen, are just as scared and have just as an important role in their child's life as the mother," said Wenonah Valentine, Program Director for Healthy Babies Alliance, who attended the screening. "This wonderful event was very personal and touching."

The half-hour special which was well-received by the LA-area CBOs will be included on a BabyCal Campaign videotape that will be available to all CBOs. Look for more details in the mail and in the next edition of BabyCal News.

BabyCal would like to send a special thanks to the CBOs, their staff, and clients who participated in the making of "Baby Love": Healthy Men Support Group, Healthy Babies Alliance, South Central Regional Center, Perinatal Substance Abuse Program, Daniel Freeman Memorial Clinic, Hawthorne Medical Clinic, Day One, Pasadena Public Health Department, Black Infant Health, ABC – USD Teen Parent Program, Great Beginnings for Black Babies and Public Health Foundation Los Angeles /WIC.

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"You have to take care of yourself and your baby, and you have to start before they are born."
”

–Mo'Nique
Mother and Actress



UPN actress Mo'Nique (left) surprised guests with an appearance at the Southern California CBO Networking event. State Health Director Diana Bontá attended the event to recognize CBOs throughout the state for their work on behalf of California families.

CBO Spotlight

South Central Los Angeles Regional Center - Perinatal Substance

Los Angeles/Contact: Laverne Davis, Program Director - (213) 744-8855

In Los Angeles, women in substance abuse programs with children up to the age of 18, can receive prenatal care at the South Central Los Angeles Regional Center. As a part of its commitment to this population, the center offers a Perinatal Substance Abuse Program (PSAP), which focuses on serving at-risk pregnant and parenting women currently in drug treatment. A member of the BabyCal community-based organization (CBO) network since 1998, South Central Los Angeles Regional Center is the only CBO in Los Angeles to offer this unique program.

"Through PSAP, we reach approximately 65 women a year with a wide variety of services," said Laverne Davis, PSAP program director. "We provide services to three treatment programs in Los Angeles: Asian-American Drug Abuse Program; His Shelter in Arms Inc.; and Hillsman Alcohol and Drug Treatment Center."

These services, funded by the Los Angeles County Alcohol and Drug Program Administration, include housing, child care, referrals for health services, job training, monitoring pregnant women in treatment, and monitoring developmental growth in children 0-3 years old.

Through PSAP, the South Central Los Angeles Regional Center strives to prevent developmental disabilities, stop addictions, avoid drug or alcohol related health risks and provide appropriate health care services. The program's comprehensive case

management, assessment and legal assistance services provide new moms and pregnant women with the opportunity to become independent and take control of their lives. Each year, PSAP hosts a graduation for families to celebrate their accomplishments and share personal stories. Teresa Marshall is a recent graduate of PSAP.



Through the support of the South Central LA Regional Center, graduate Teresa Marshall (right) was able to complete South Central LA Regional Center's Perinatal Substance Abuse Program. Joining Teresa were Tracy Williams, case manager perinatal program, and Carolyn Jackson (center), executive director.

"With the help of my case manager, I was able to get my life in order," said Teresa. "Now, I am living my life clean and sober."

"There are many addicted women in need of help, but only until they commit to the program to make a difference in their own life and their baby's can they truly experience the joy of being independent and a role model for their children," said Laverne. "That's why BabyCal's messages are so important to them. BabyCal is about taking care of yourself and your baby."

Salud Para la Gente, Watsonville

Contact: Arcadio Vizeros, Director (831) 728-0222



Salud Para la Gente has five doctors, two midwives, one physician assistant, and one nurse practitioner who work together to provide comprehensive services to their clients on site.

For more than 20 years, underserved women and families in the Watsonville area have received quality prenatal care and comprehensive services from Salud Para la Gente. Translated to mean "Health for the People," Salud Para

la Gente has been able to provide these services because of its strong commitment to collaborating with community partners. "Our goal is to make it as easy as possible for women to receive their services in one location," said Arcadio Vizeros, director of Salud Para la Gente. "We see ourselves as the safety net for our community."

To illustrate its commitment, the center provides office space to four of its community partners, including the Breast Cancer Society, which hosts support groups for clients.

Salud Para la Gente clients receive prenatal care services on-site from a dedicated staff consisting of two midwives, a physician assistant, nurse practitioner, and five medical doctors. In addition to this trained team, the center collaborates with the county's Medi-Cal eligibility, mental health and county social work departments. A member of the BabyCal CBO network since 1993, the center provides culturally sensitive services to more than 300 pregnant women and teens each year.

"The center has survived because of the many collaborations between agencies and the support of campaigns like BabyCal," said Arcadio. "Most importantly, we have succeeded because of the hard work and dedication of the staff who work here."

Presumptive Eligibility Assures Pregnant Women Receive Immediate Access to Prenatal Care

Presumptive Eligibility (PE) offers expectant mothers immediate health care while waiting to qualify for Medi-Cal. When a woman becomes pregnant, it is important for her to get prenatal care immediately. For women who do not have health insurance, the process of applying for Medi-Cal can be time consuming. PE assures California residents immediate access to early and ongoing prenatal care.

PE is a program that allows qualified providers, such as CBOs, clinics and physicians to provide their low-income pregnant patients with immediate access to prenatal care services before they are approved for Medi-Cal. Women can locate a PE provider by calling their local county health office that can give them a list of PE providers in their area. Women also can go to their local clinic, county clinic or a CBO to learn about PE providers.

Any woman who thinks she is pregnant and whose family income is under a certain amount is eligible for PE. A single woman whose gross income is under \$1,400 per month or a family of four with an income of about \$2,800 is eligible for PE. These benefits also include the cost of a pregnancy test. However, the PE determination must be performed by a participating provider. Once a patient begins taking advantage of PE benefits, she has until the end of the next month to file an application for Medi-Cal. If she files for Medi-Cal on time, her PE continues until the county makes a determination of eligibility or ineligibility. She will be eligible for PE until her eligibility for Medi-Cal is determined. If she fails to apply for Medi-Cal, her eligibility will end on the last day of the month following the month she was granted PE. Eligibility for PE is limited to once per pregnancy.

PE covers all walk-in prenatal care services except for delivery, family planning or optional abortion procedures. Prescriptions for pregnancy-related conditions are also covered. Currently, there are over 2,300 active PE providers in California and over 900,000 women have received PE services since 1993. By February 2001, over one million women will have received services through PE. Women

should ask their provider if they offer PE. If they do not, the provider should refer their clients to a PE provider.

Pregnant women can also apply for Medi-Cal by using the same mail-in application that is used for children applying for the Healthy Families Program or Medi-Cal for Children. The Healthy Families Program provides low-cost health insurance for children whose family income is too high for them to qualify for no-cost Medi-Cal.

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A single woman whose gross income is under \$1,400 per month or a family of four with an income of about \$2,800 is eligible for PE.
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These mail-in applications are available in 10 languages (Armenian, Cambodian, Chinese, English, Farsi, Hmong, Korean, Russian, Spanish, and Vietnamese.) Also, trained application assistants throughout the state are available at no cost to help Medi-Cal and Healthy Families applicants complete the application. To obtain an application or be referred to application assistants call toll-free 1-888-747-1222.

In addition, pregnant women can apply for Medi-Cal at their county social services office or at a local clinic. Many clinics have county workers who can accept and process the Medi-Cal application and answer any questions.

How Prenatal Care Helped Me

Jeanese Brooks, a 22-year-old college student, is very excited and committed to taking on the responsibilities of being a new mother.

Determined to have a healthy baby, Jeanese made sure she received proper prenatal care. By attending all of her prenatal appointments, Jeanese took the appropriate steps to have the best chance of having a healthy baby. She ate healthy foods everyday and followed nutritional guidelines for pregnant women. She also followed her doctor's instructions about taking prenatal vitamins and other supplements to make sure her baby received the proper nutrition.

Jeanese received support from her husband, who is currently on military leave, and from her parents. "Family support has been so important for me," said Jeanese. "Their help has really made a difference."

Jeanese also received guidance and support from Sacramento's Center for Community Health & Wellbeing - The Birthing Project. From there, Jeanese was on the right path to a healthy pregnancy in her very first month.

"I appreciated the center's support and concern for my pregnancy and the health of my unborn child," said Jeanese.

She discovered The Birthing Project by looking through the phone book. "I called The Birthing Project that talked about programs that could help me have a healthy pregnancy and could provide me with Presumptive Eligibility," Jeanese said.

New Medi-Cal Update: Medi-Cal Reduces Required Paperwork by eliminating quarterly Status Report

On January 1, 2001, it became easier for Medi-Cal beneficiaries to receive their health benefits. Previously, Medi-Cal beneficiaries were mailed a form requiring them to report changes in real or personal property, income, and family status four times a year. Many times families lost their health benefits when a quarterly status report was not completed, was not returned or just lost in the mail. In these cases, a person or family needed to re-apply for Medi-Cal as a new applicant.

Now, the requirement of quarterly status reporting has been eliminated. Beneficiaries are still required to report any information that may affect their Medi-Cal eligibility, such as changes in family members, income, or property, however; eliminating the quarterly reporting reduces a barrier that exists for many Medi-Cal beneficiaries.

For more information or if you have any questions about these changes, please contact your local county social services office.



New mom Jeanese Brooks benefited from proper prenatal care thanks to The Birthing Project. In October, she delivered a healthy baby boy, Anthony Stanton.

When Jeanese became pregnant she remembered seeing the BabyCal public service announcements featuring Jada Pinkett Smith. "It was nice to have someone on TV telling me how important prenatal care is, I am in total agreement with Jada: 'See a doctor early, take care of yourself and eat right,' " says Jeanese.

Because the health of her baby is so important, prenatal care was Jeanese's top priority. She made sure none of her daily activities, including school, interfered with her prenatal appointments. "I'm on my way to receiving a college degree and I look forward to a career that lets me take good care of my baby," said Jeanese.

BabyCal sends a special thanks to Jeanese for sharing her story. On October 5, 2000, Jeanese delivered a healthy, 8-pound baby boy, Anthony Stanton. Congratulations and best wishes!

Health Fairs and Conferences: Labor of Love

In September 2000, Northern California CBO Coordinator Nadine Roberts Cornish and her assistant, Tina Roberts, represented BabyCal at the Labor of Love Health Fair in Salinas that is sponsored by the

Healthy Mothers, Healthy Babies Coalition and the Coalition of Monterey County. This was the first time BabyCal participated in the Labor of Love Health Fair. The event attracted approximately 500 participants and was a

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The Labor of Love Fair provided hundreds of pregnant women, teens and their families with an array of health education resources.

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huge success! BabyCal distributed 200 bags of outreach materials that included a Jada Pinkett Smith mini-poster, a mini-poster representing a Latino couple with their baby, a BabyCal pencil and pen, wipe-off magnets and English and Spanish-language brochures. For the past seven years, the Labor of Love Health Fair has provided pregnant women, teens and their families with an array of health education information and community resources that can help them during pregnancy.

CBOs Participate in Nine BabyCal Site Visits

Over the past few months, BabyCal CBO Coordinators have visited nine CBOs across California. They provided background information on the campaign, answered questions about BabyCal activities, garnered feedback from the CBO representatives about BabyCal collateral materials, and heard of ways in which BabyCal can assist CBOs in serving their clients.



CBO Coordinators Nadine Roberts Cornish, Tania Watson and Lori Goodwine value your efforts in supporting BabyCal.

Welcome, New BabyCal CBOs

BabyCal welcomes 12 new CBOs. The BabyCal network now has more than 550 participating organizations statewide.

Northern California Region

Nadine Roberts Cornish - (916) 925-7816

"Please call me with any questions about BabyCal. Thank you for your support."

- University of California at Davis OB/GYN Community Clinic, Sacramento
- University of California at Davis OB/GYN Community Clinic, North Highlands
- University of California at Davis OB/GYN Community Clinic, Rancho Cordova
- University of California at Davis OB/GYN Community Clinic, Sacramento

Lori Goodwine - (916) 446-2842

"BabyCal thanks you for helping reduce unhealthy pregnancies."

Southern California Region

Tania Watson - (661) 297-0048

"Thank you for helping us to educate women in the community about healthy pregnancy."

- Temecula Health Center, Temecula
- La Vida North School, Inglewood
- Escondido Center for Women's Health, Escondido
- Compton Central Health Clinic, Compton
- Dr. Sila J. Thomas, Compton
- Ramona Pregnancy Care Clinic, Ramona
- LA Medical Center, Los Angeles
- Midnight Mission, Los Angeles

CBO Coordinators:

Northern California: Nadine Roberts Cornish (916) 925-7816
Lori Goodwine (916) 446-2842

Southern California: Tania Watson (661) 297-0048

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048

Contact: Dina Friedman (323) 966-5761
or Yvonne Arias (323) 966-5740
Fax: (323) 782-8192

Department of Health Services:

714 P Street, Room 1650
Sacramento, CA 95814
Contact: Tyra Allen (916) 654-0224
Fax: (916) 653-9212

Ordering Information

CBOs may order BabyCal outreach materials by completing an order form and faxing it toll-free to **FYI Direct** at **(888) 428-6245**. Orders are filled and shipped 3-5 days after receipt. If you have any questions regarding your order, please contact **FYI Direct** at **(800) 308-2679**. Outreach materials continue to be available free of charge to CBOs. You may contact your CBO Coordinator or call Dina Friedman of **Hill and Knowlton** at **(323) 966-5761** for order forms or to address special needs. You can order a CBO Member Kit by calling Dina Friedman or contacting your CBO Coordinator. The CBO Member Kit provides a special place to store your BabyCal informational materials. Since new outreach materials are currently under development, quantities may be limited. Look for new BabyCal outreach materials in spring 2001!